

REMARKS FOR FCC HEARING ON JANUARY 28, 2004  
SAN ANTONIO, TEXAS  
BETTY SCHWARTZ, DIRECTOR OF FAMILY LIFE  
EDUCATION  
JEWISH FAMILY AND CHILDREN'S SERVICE  
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SAN ANTONIO, TEXAS 78231

It is my pleasure to speak before you this evening representing Jewish Family and Children's Service. KTSA has been a partner with our non-profit agency.

Since 1973, Jewish Family and Children's Service has been a source of hope and help for individuals and families in the San Antonio community, regardless of age, race, religion, income, gender or ethnicity. Our staff includes licensed clinical social workers, licensed professional counselors, professional educators, master level interns and case managers. As with many social service agencies, our challenge has been to distribute this information to the general public.

Non-profit agencies, such as ours, need the support of the media to promote events in this age of rapid communications. Studies have shown most people get the majority of their information from mass media, specifically radio.

We have been very fortunate and have benefited from our association with KTSA. Two recent examples of this association are: In December, Bob Peterson, a therapist in our agency, was a guest on KTSA with Susan Farris discussing "Holiday Blues", a topic of much concern during the holiday season. Mr. Peterson presented the dilemma between expectations and reality during the holiday season. The information Mr. Peterson disseminated included symptoms of depression and sources of help for

individuals experiencing any of these symptoms, as well as coping mechanisms for dealing with difficult family situations during this time. As a result of the opportunity presented by KTSA, many listeners may have been helped to recognize some of these problems, either with themselves or members of their families, and may have sought help as a direct result.

KTSA also helped in promoting a fund-raising event for our agency in January. Eliza Sunneland had Dr. Ruth Westheimer as a guest on her show, discussing a sensitive topic in a most professional manner. Eliza allowed Dr. Ruth to mention her appearance on our behalf during the course of the interview, which is advertising we could not have afforded had our only option been to purchase time on the radio. The station's service to the community is immeasurable.

We have offered to continue our association with the station, making a number of our staff available for radio interviews, and will continue to provide experts as needed as a community service in conjunction with our community needs. We know that we now have established a relationship which serves the whole community.